Claims.

1. A blow mold assembly for an I.S. machine for blowing a parison of glass and cooling the blown parison into a formed bottle which can be removed from the blow mold, the top of the formed bottle being defined by a finish having an inner annular surface and an outer annular surface, comprising

a blow head arm,

at least one blow head supported by said blow head arm,

each of said blow heads including a lower portion having an annular recess and an inlet for supplying cooling air to the interior of the parison,

displacement means

for lowering said blow head arm from a retracted position to an "on" position whereat the lower portion of the blow head engages the top surface of a blow mold, and

for raising said blow head arm, at a predetermined time after the blow head engages the top surface of the blow mold, a selected vertical distance above the top surface of the blow mold from said "on" position to an exhaust position to allow cooling air to escape from the blow mold, and

said annular recess being selectively concavely contoured to redirect escaping air at the outer annular surface of the finish.

2. A blow mold assembly according to claim 1, wherein said selected vertical distance is selected so that at least a minimum pressure will continue within the formed bottle.

3. A blow mold assembly according to claim 1, further comprising input means for inputting said selected vertical distance and said predetermined time.